

## PRESS RELEASE

**For Immediate Release** For More Information Contact:

March 7, 2014 Dino Verrelli, Chairman of Project Purple

Cell: 203-414-2716

Project Purple and University of Nebraska collaborate in the   
fight against Pancreatic Cancer

*Project Purple announces grant to Dr. Michael A. Hollingsworth in the hopes of finding a cure*

BEACON FALLS, CT –Pancreatic Cancer is the fourth most common cause of cancer related deaths in the United States and has a five year survival rate off less than six percent. Helping patients and their families, Project Purple, a leading nonprofit organization dedicated to raising awareness and funds toward a cure for Pancreatic Cancer, is announcing a collaboration with the University of Nebraska Medical Center. In the hope of finding a cure for this extremely low survival rate cancer, Project Purple is granting $150,000 the medical center and Dr. Michael A. Hollingsworth .

“This is a historic milestone for Project Purple. To be partnering with Dr. Hollingsworth and the University of Nebraska Medical Center, one of the leading pancreatic cancer facilities in the country, is an amazing opportunity to make a difference in the research of this devastating cancer,” stated Chairman of Project Purple, Dino Verrelli. “Project Purple is committed to working with the best in the world and this grant lives up to the promise.”

Leading the research field in pancreatic cancers and other diseases of the pancreas, Dr. Hollingsworth and the University of Nebraska Medical Center conducts several key projects on improving the outcomes of patients with pancreatic cancer.

In response to the grant, Dr. Hollingsworth said, “We greatly appreciate the support of Project Purple, our goal is to improve the quality of life and extend the survival for pancreatic cancer patients. This grant will support research that is directly related to new therapies to stop the process of cancer growth and metastasis and to better treat the systematic problems associated with cancer, such as pain.” Project Purple also hopes the grant will not only raise awareness of the disease but encourage donations or participation in finding a cure for Pancreatic Cancer.

This mission of Project Purple is to motivate people to run in world renowned marathons and half marathons and raise mission critical funds to cure pancreatic cancer. The patients and families served by Project Purple are celebrating this grant and are honored to take part in this groundbreaking research partnership.

For more information or to learn about running for Project Purple, please visit www.run4projectpurple.org

###

**About Project Purple**

Project Purple is a 501c(3) not for profit organization with a mission of raising awareness and funds toward a cure of Pancreatic Cancer. Pancreatic Cancer is the 4th largest killer of all cancer killers and one of the least funded by the NCI. It is the only cancer in the top 10 killers of cancer with a single digit survival rate after 5 years. To learn more about Project Purple visit – [www.run4projectpurple.org](http://www.run4projectpurple.org)